

Little Traverse Bay Housing Partnership Action Plan-Summary of Strategies

2019-20

Advocacy/awareness/education about the need and options for more workforce housing

Continue briefings to various groups, including planning commissions and local government boards

Develop Partnership website

Develop a mailing list of people interested in participating in policy meetings

Develop and prepare an e-Newsletter and maintain a calendar of housing policy-related and other events in which citizens can engage with planners and local government officials to distribute regularly to listserv members

Develop tools/talking points to guide citizen engagement in housing policy discussions—feed these into advocacy and education activities

Develop advocacy training

Inform and participate in policy changes to facilitate more workforce housing construction

Work with developers, planners and others to analyze density levels required to make workforce housing projects financially feasible

Develop data, information, and examples from other places for planning commissions and others to inform discussions about needed policy, zoning, and building code changes

Identify geographic areas that should be prioritized for new workforce housing projects (e.g., based on infrastructure availability and proximity to schools, shopping, employment, public transit) to incorporate into master planning and zoning discussions

Update target market analysis

Develop on-going connections with developers and builders to identify projects that are being considered, better understand their needs and barriers, and help connect them with others in the community

Develop of list of developers/builders with whom to meet one-on-one

Develop a clearinghouse of sites where new housing projects are being considered by developers, local government (including the Emmet County Land Bank and Brownfield Redevelopment Authorities), and others

Bridging the financial gap for workforce housing projects

Develop and update document with analysis of housing finance mechanisms

Catalyze development of a philanthropic fund to support workforce housing initiatives (possibly including targeted research to inform the other two areas above, pre-development costs, organizational capacity needs, property management support)

Actively explore creating an investment fund for workforce housing development locally (for land purchase, construction financing, etc with partners).